

**WHAT IS CLAIMED IS:**

1. A method of detecting indicia on media, wherein the indicia contains near infrared absorbing dye, the method comprising:
  - a first step of illuminating the indicia on the media at a first wavelength which is approximately within an absorption band wavelength of the dye on the indicia;
  - a second step of illuminating the indicia on the media at a second wavelength which is outside of said absorption band wavelength;
  - detecting a first light signal from said first illuminating step;
  - detecting a second light signal from said second illuminating step;and  
  - calculating a difference between said first light signal and said second light signal, such that the difference represents the dye on the indicia.
2. A method according to claim 1, wherein said indicia is a backside logo on the media.
3. A method according to claim 1, wherein said media is a web or a cut sheet.
4. A method according to claim 1, wherein said media is photographic paper.
5. A method according to claim 1, wherein said first and second illuminating steps occur at the same location on the media.
6. A method according to claim 1, wherein said first and second illuminating steps comprises directing light from at least one light source toward the indicia on the media.
7. A method according to claim 6, wherein said at least one light source is a light emitting diode.

8. A method according to claim 1, wherein prior to said first step of illuminating the indicia, the method comprises adding infrared dye to the indicia to increase an amount of infrared dye in the indicia to a value where a contrast of the infrared dye exceeds a contrast of the indicia.

9. An imaging apparatus comprising:

a media path for the passage of media therethrough;

at least one light source adapted to direct at least one beam of light onto indicia on media in said media path, wherein said at least one light source is adapted to direct a first beam of light at a first wavelength, said first wavelength being within an absorption band to detect added dye in said indicia, said at least one light source being further adapted to direct a second beam of light at a second wavelength which is outside of said absorption band;

a detecting system adapted to detect a first reflected light from said first beam and provide a first signal indicative thereof, and a second reflected light from said second beam and provide a second signal indicative thereof; and

a controller adapted to receive said first and second signals and calculate a difference between said first and second signals, such that said difference represents dye on said indicia.

10. An imaging apparatus according to claim 9, wherein said indicia is a backside logo on the media.

11. An imaging apparatus according to claim 9, wherein said media is a web or a cut sheet and a photographic paper.

12. A method according to claim 9, wherein said at least one light source is a light emitting diode.